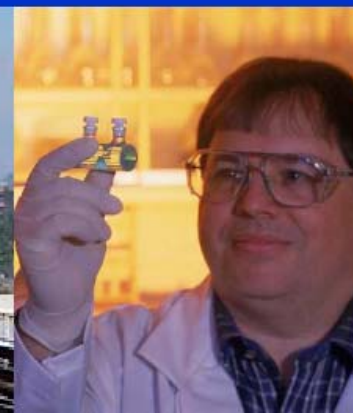




# New Century Economic Development Plan for the City of Atlanta

Adopted December 16, 2004

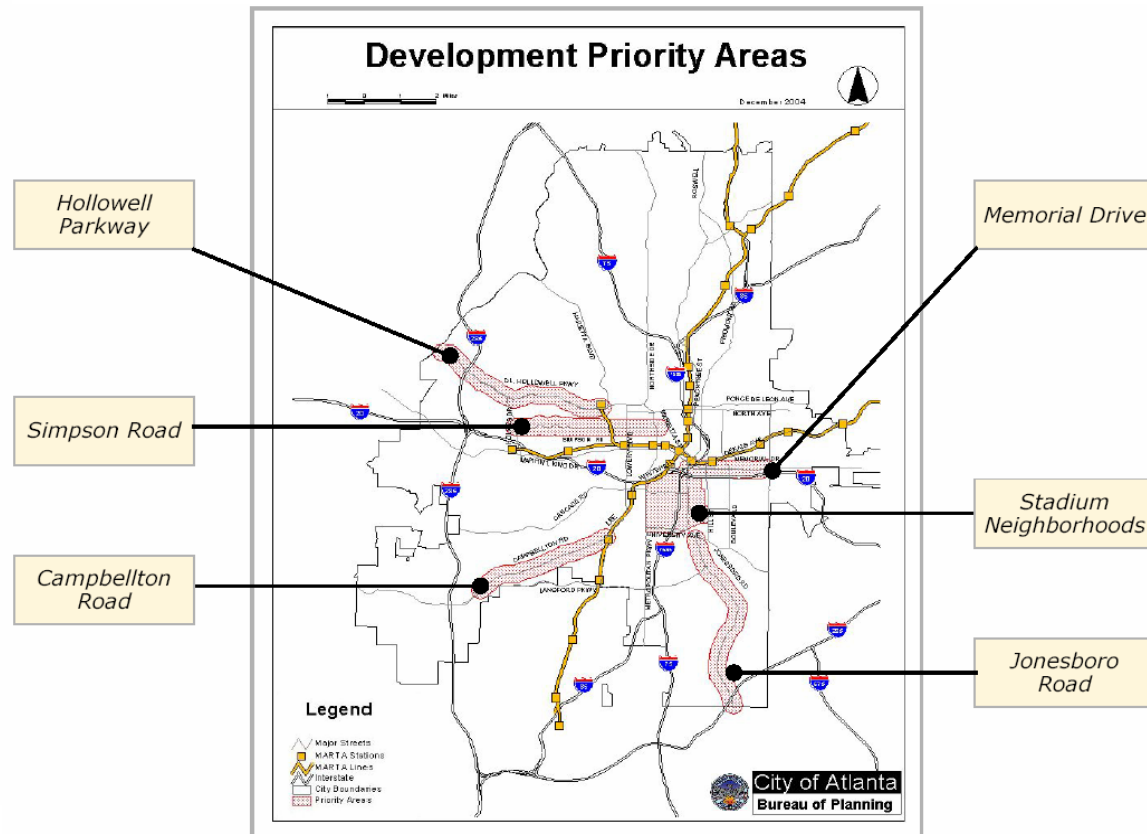
*With Pro Bono assistance from Bain & Company*



# Six Development Priorities



- Campbellton Road
- Donald Lee Hollowell Parkway
- Jonesboro Road
- Memorial Drive Corridor
- Simpson Road
- Stadium neighborhoods
  - Mechanicsville
  - Peoplestown
  - Pittsburgh
  - Summerhill



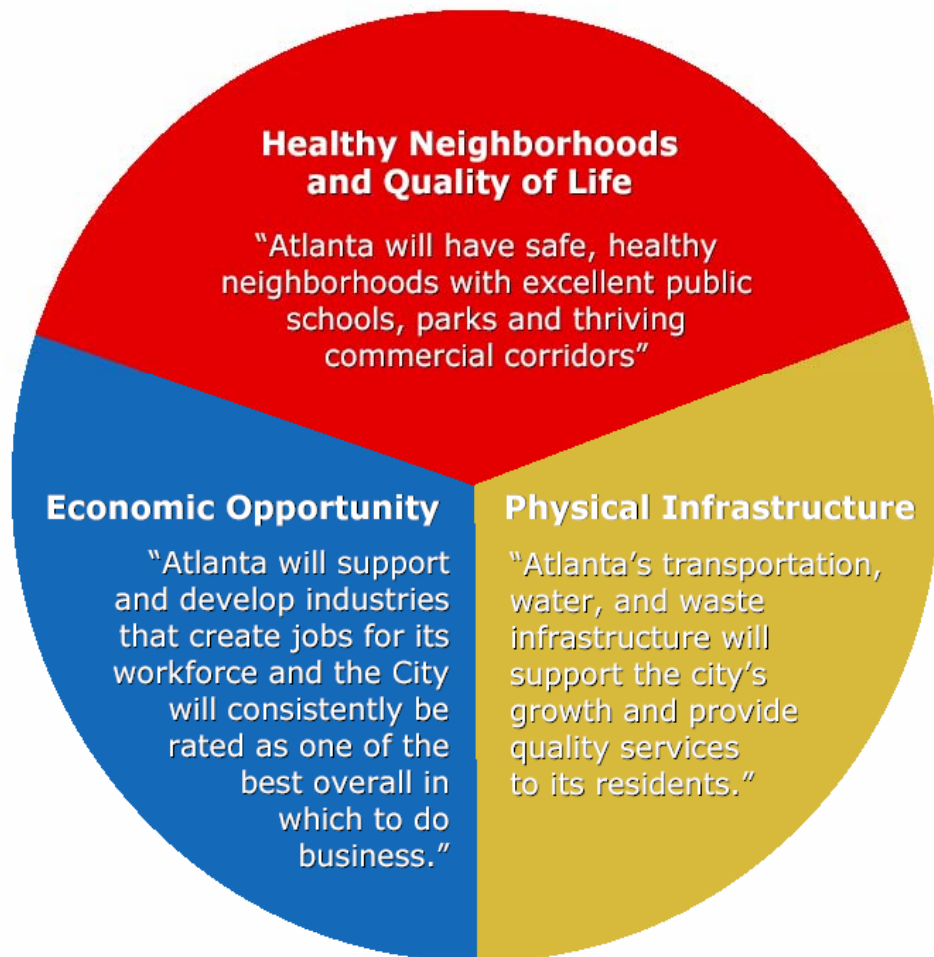


# ***Achieving Atlanta's vision requires addressing three primary components of the economy***

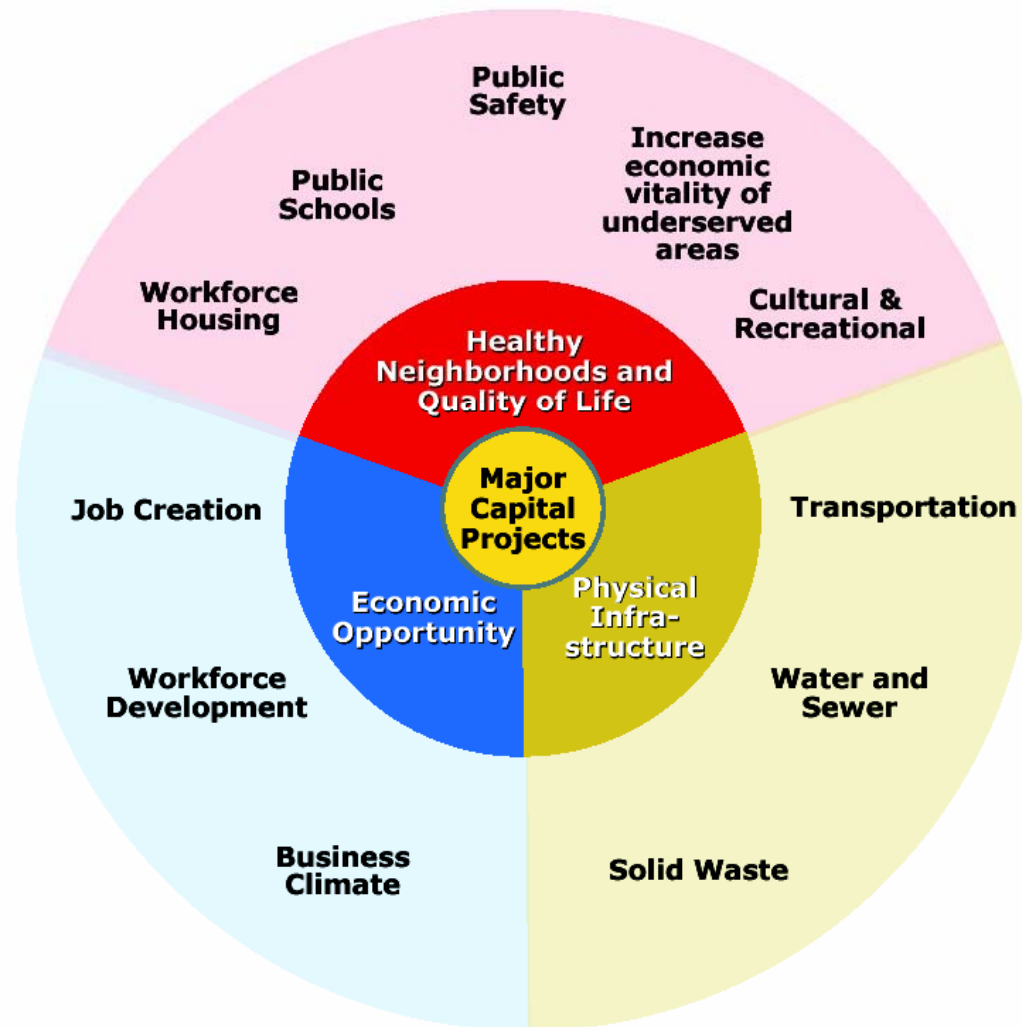


## **Mayor Shirley Franklin's vision is:**

*"Atlanta will be the thriving core of the metropolitan area. The most successful city in the southeast. A competitive city, nationally and internationally."*



# ***The EDP identifies a wide range of issues facing the City of Atlanta***

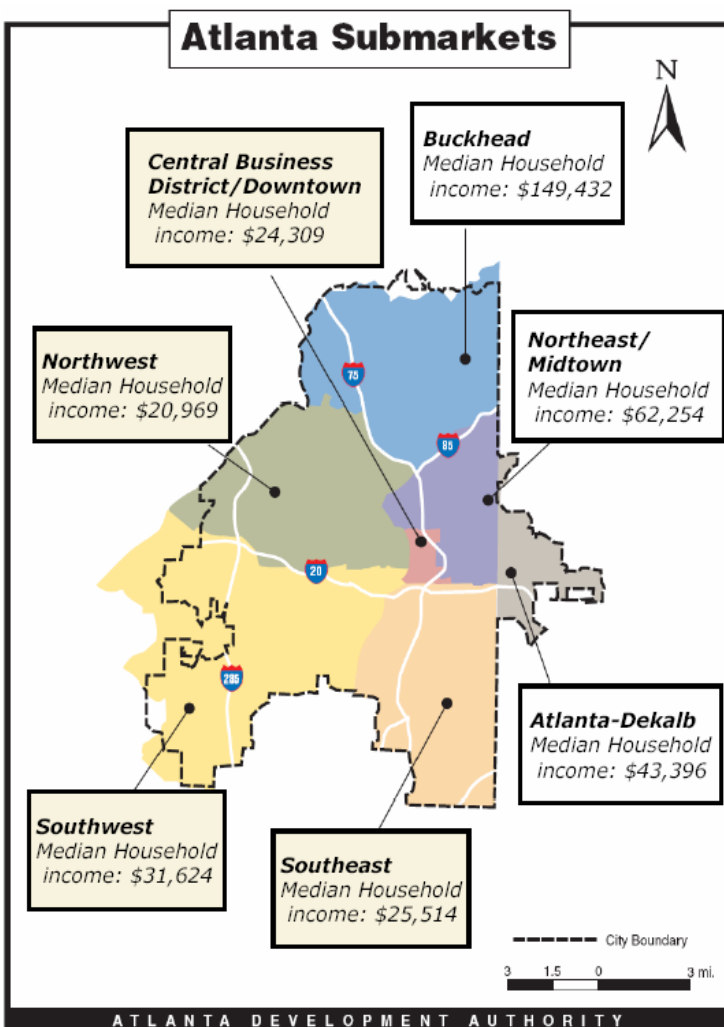


# ***Economic Development Initiatives***



- Support growth of target industries
- Create and grow business recruitment, retention, and expansion capabilities
- Champion BeltLine and Downtown as major development projects
- **Increase economic vitality of underserved areas**
- Make it easier to develop in Atlanta
- Increase workforce housing
- Increase capital available for development and business growth
- Make Atlanta one of America's safest cities
- Collaborate to improve the graduation rates in Atlanta Public Schools
- Grow dedicated parks and greenspace

# There is significant unmet retail demand in Atlanta's underserved areas

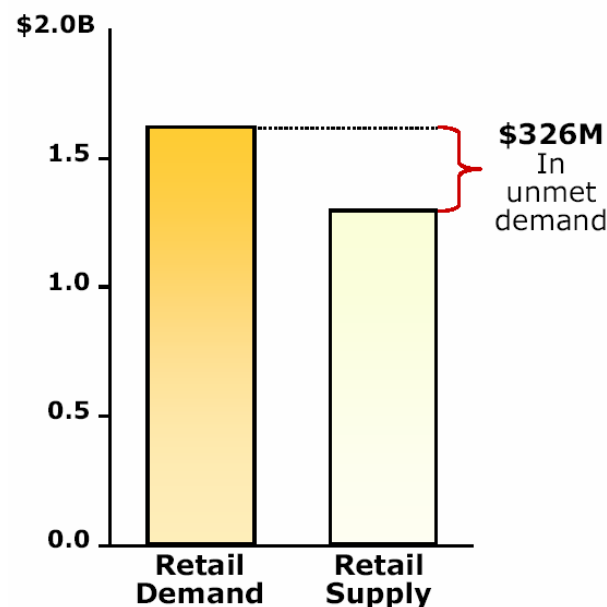


## Median Household Income (2003)

Citywide: \$32,640

Metro: \$51,650

 Underserved areas





## ***Criteria for Six Development Priorities***



- Additional focus by the City and ADA will impact job creation, residential, and commercial development in the near-term
- Significant developable area is available
- Supports affordable housing growth goals and mixed use communities
- Attracts goods and services for the existing revitalizing neighborhoods
- Enhances usage of transit infrastructure
- Aligns with employment centers
- Provides greenspace opportunities
- Can be implemented with tools and incentives